

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 653 Issue 4



nbca.com

NBC 4 / WCMH

3165 Olentangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Original

Client: Barack Obama/ D/ President	Submission Cost: 229600 ✓	Campaign Ref: E:063556310
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1904	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06355631
Est./PO Number: 06355631	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WCMH	Key Market: Columbus, OH
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF.. Isolations: W/C 10/01 .TWTF.. W/C 11/05 M.....	06	500	30	Nbr of Spots	3	3	3	3		15	7500
				Comme								
2	M-F 10a Today Show III MTWTF.. Isolations: W/C 10/01 .TWTF.. W/C 11/05 M.....	06	450	30	Nbr of Spots	3	3	3	3		15	6750
				Comme								
3	M-F 11a Anderson MTWTF.. Isolations: W/C 10/01 .TWTF.. W/C 11/05 M.....	09	50	30	Nbr of Spots	2	2	2	2		10	500
				Comme								
4	M-F 1135p ET / 1035p CT Tonight Show MTWTF.. Isolations: W/C 10/01 .TWTF.. W/C 11/05 M.....	06	750	30	Nbr of Spots	1	1	1	1		5	3750
				Comme								
5	M-F 1230p Daytime Columbus MTWTF.. Isolations: W/C 10/01 .TWTF.. W/C 11/05 M.....	09	50	30	Nbr of Spots	2					2	100
				Comme								
5	M-F 1230p Daytime Columbus MTWTF.. Isolations: W/C	06	300	30	Nbr of Spots	2	2	2	2		8	2400
				Comme								
Weekly Totals: Total Spots(Ord Spots)					45	48	50	48	49	8	248	
Closed PR					1	1	1				2	

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6	M-F 12p News MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	400	30 Comme	Nbr of Spots	2	2	2	2		10	4000
7	M-F 2p Doctors MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	09	125	30 Comme	Nbr of Spots	1	1	1	1	1	5	625
8	M-F 3p Katie MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	09	150	30 Comme	Nbr of Spots	3	3	3	3	3	15	2250
9	M-F 4p Ellen MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	800	30 Comme	Nbr of Spots	3	3	3	3	3	15	12000
10	M-Th, Su 430a News MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	09	10	30 Comme	Nbr of Spots	1	1	1	1	1	5	50
11	M-F 5a News MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	500	30 Comme	Nbr of Spots	1	1	1	1	1	5	2500
12	M-F 5p News ..TWTF..	06	1200	30 Comme	Nbr of Spots	1		1			2	2400
13	M-F 5p News ..TWTF.. Isolations: W/C 10/22 M.....	06	1200	30 Comme	Nbr of Spots					1	1	1200
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Closed PR					1	1	1				2	

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14	M-F 6a News MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	1200	30	Nbr of Spots	1	1	1	1		5	6000
				Comme								
15	M-F 7p Extra MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	1000	30	Nbr of Spots	4	3	4	4	4	19	19000
				Comme								
				Nbr of Spots								
				Closed PR		1					1	1000
16	M-F 7a Today Show MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	1400	30	Nbr of Spots	5	5	5	5	5	25	35000
				Comme								
17	M-F 730p Inside Edition MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	900	30	Nbr of Spots	4	4	4	4	4	20	18000
				Comme								
18	M-F 9a Today Show II MTWTF.. Isolations: W/C 10/01..TWTF.., W/C 11/05 M.....	06	800	30	Nbr of Spots	3	3	3	3	3	15	12000
				Comme								
19	Mon 8-10p ET / 7-9p CT Voice MTWTFSS Isolations: W/C 10/08 M..... .., W/C 10/15 M....., W/C 10/29 M..... W/C 11/05 M.....	06	4500	30	Nbr of Spots		1	1		1	4	18000
				Comme								
20	Mon 8p ET / 7p CT The Voice MTWTFSS Isolations: W/C 10/22 M.....	06	4500	30	Nbr of Spots				1		1	4500
				Comme								
21	Sat 1130p ET / 1030p CT Saturday Night Live	09	400	30	Nbr of Spots	1					1	400
Weekly Totals: Total Spots(Ord Spots)					45	48	50	48	49	8	248	
Closed PR						1	1				2	

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22	Sat 1130p ET / 1030p CT Saturday Night LiveS.	09	400	30 Comme	Nbr of Spots		1				1	400
23	Sat 1130p ET / 1030p CT Saturday Night LiveS.	09	400	30 Comme	Nbr of Spots				1		1	400
24	Sat 7-8a Today ShowS.	06	1300	30 Comme	Nbr of Spots	1					1	1300
25	Sat 7-8a Today ShowS.	06	1300	30 Comme	Nbr of Spots			1			1	1300
26	Sat 7-8a Today ShowS.	06	1300	30 Comme	Nbr of Spots				1		1	1300
27	Sat 730p Inside Edition MTWTFSS Isolations: W/C 10/08S. W/C 10/22S., W/C 10/29S.	06	750	30 Comme	Nbr of Spots		1		1		3	2250
28	Sat 9a Today ShowS.	06	1300	30 Comme	Nbr of Spots		1				1	1300
29	Sat 9a Today ShowS.	06	1300	30 Comme	Nbr of Spots				1		1	1300
30	Sun 105a Extra MTWTFSS Isolations: W/C 10/01S., W/C 10/08S., W/C	06	225	30 Comme	Nbr of Spots	1	1	1	1		5	1125
Weekly Totals: Total Spots(Ord Spots)					45	48	50	48	49	8	248	
Closed PR						1	1				2	

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31	10/15S, W/C 10/22S, W/C 10/29S Sun 8a Today Show	06	1500	30 Comme		1					1	1500
32S Sun 8a Today Show	06	1500	30 Comme				1			1	1500
33S Sun 9a News	06	1300	30 Comme							1	1300
34S Sun 9a News	06	1300	30 Comme			1				1	1300
35S Sun 9a News	06	1300	30 Comme					1		1	1300
36	M-Su 6p News MTWTFSS Isolations: W/C 10/08 .TWTFSS, W/C 10/15 M.....	06	1600	30 Comme		1					1	1600
37	M-Su 6p News MTWTFSS Isolations: W/C 10/22 .TWTFSS, W/C 10/29 M.....	06	1600	30 Comme				1			1	1600
38	Tue 10-11p .T.....	06	4000	30 Comme	1	1		1	1		4	16000
39	Tue 8-9p .T.....	06	4000	30 Comme			1				1	4000
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Closed PR					1	1	1				2	

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40	Tue 8-9p .T.....	06	4000	30 Comme					1		1	4000
41	Wed 9-10p ..W....	06	4000	30 Comme		1					1	4000
42	Wed 9-10p ..W....	06	4000	30 Comme				1			1	4000
43	M-F 1p Days Of Our Lives .T.....	06	500	30 Comme						1	1	500
44	M-F 12p News .T.....	06	400	30 Comme						1	1	400
45	M-F 4p Ellen .T.....	06	800	30 Comme						1	1	800
46	M-F 5a News .T.....	06	500	30 Comme						1	1	500
47	M-F 7a Today Show .T.....	06	1400	30 Comme						1	1	1400
48	M-F 9a Today Show II .T.....	06	800	30 Comme						1	1	800
49	M-F 7a Today Show MTWTFSS Isolations: W/C 10/08 M..... W/C 10/15 M..... W/C 10/22 M..... W/C 10/29 M..... W/C 11/05 M.....	06	1400	30 Comme		1	1	1	1	1	5	7000
Weekly Totals: Total Spots(Ord Spots)					45	48	50	48	49	8	246	
Closed PR						1	1				2	

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50	M-F 1135p ET / 1035p CT Tonight Show MTWTFSS Isolations: W/C 10/08 MTWTF.., W/C 10/15 MTWTF..	06	750	30 Nbr of Spots		1	1				2	1500
51	M-F 7p Extra ..TWTF..	06	1000	30 Nbr of Spots			1				1	1000
52	Wed 9-10p ..W.... Isolations: W/C 10/15 ..W....	06	4000	30 Nbr of Spots			1				1	4000
Weekly Totals: Total Spots(Ord Spots)					45	48	50	48	49	8	248	
Closed PR						1	1				2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
15	M-F 7p Extra	:30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:063556310
38	Tue 10-11p	:30 Commercial	10/15/12	Closed Pre Emption	4,000.00	No Makegood / Credit	0000000000	E:063556310

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/01	10/08	10/15	10/22	10/29	11/05		
Spots	248	45	48	50	48	49		8	
Cost	229600	34710	45810	48860	46060	45860		10300	

Grand Totals:

Spots:

248

Gross Total:	229,600.00
Commission:	34,440.00
Net Total:	195,160.00